



Pacific Urchin Harvesters Association
Pacific Sea Cucumber Harvesters Association

Report on the 2015 Seafood Expo Asia



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**Report on the
2015 Seafood Expo Asia
(SEA)
Hong Kong**

September 8 - 10, 2015

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Executive Summary

The 2015 Seafood Asia Exposition (SEA) was held at the Hong Kong Trade and Convention Centre in Hong Kong over three days extending from September 8th to the 10th. This was the sixth anniversary of the show and we have exhibited at it since its inception. Representatives for the Pacific Urchin Harvesters and Pacific Sea Cucumber Harvesters associations, Paladin and Evergreen International Foodstuffs, RBS and Grand Hale helped out with the booth. This was the third year that the Bar and Restaurant Show, a larger and more established exhibition which is held coincidentally with the SEA, was on the same floor as the SEA and the crossovers were again substantial.

The show is marketed as Asia's premiere show for high quality, luxury seafood and all the personnel at our booth, and at others we spoke with, considered the show a success again this year. The show grew by about 20% over last year and is projected to do the same for the coming year. There was an international flavour to the show and we met new potential customers from many parts of Asia, Europe and North America. The show is smaller than the China Fisheries and Seafood Expo but in some regards this is a plus because it is easier for us to stand out whereas at the larger shows we are competing with some of the largest fishing companies in the world for attention and eyeballs and it is easy to be simply lost in the shuffle.

We collected contact information for 93 visitors, about 33 shy of the number we achieved last year. Table 1 summarizes the results from this and previous outings. Not shown in this table is the daily average rating of the contacts. This stands little changed from previous years at 5.2 - 5.6 and compares to the China Show scores of between about 5.0 - 5.2.

	Daily Totals						Both	Urchins		Cukes	
	2010	2011	2012	2013	2014	2015	joint	sole	% of show	sole	% of show
Day-1	61	30	26	51	53	43	10	25	50.0%	8	38.3%
Day-2	40	27	17	68	46	34	6	16	31.4%	12	38.3%
Day-3	24	20	31	28	27	16	8	5	18.6%	3	23.4%
Total	125	77	74	147	126	93	24	46		23	

Traffic, as gauged by the numbers of contact cards received, was busiest on Day 1 when we collected 43 cards followed by Day 2 @ 34 cards while Day 3 came in at just 16, the lowest one-day traffic we have ever recorded at the show. There may have again been some instances where cards were not were not handed in so they could be catalogued, but this is an ongoing issue which is difficult to quantify. At any rate, the same pattern was reflected by the volume of brochures we went through though each day, the highest number on Day 1 with successive declines each day afterwards. In most respects the traffic seemed fairly steady throughout, albeit with intervals having very little traffic but that is fairly typical for all shows.

Report on the 2014 SEA: Executive Summary (con't)

The sampling was highest on the second day (@1.5 kg) but that was as much an issue of waiting for the traffic to appear and then responding to it. On the first day it did not get started until early afternoon once the Restaurant and Bar show opened. After that it was steady but the upshot is that only about 1 kg of uni was set out. We started earlier on the subsequent days with 1.5 kg and 1.0 kg set out on days 2 and 3 respectively. We also tracked the number of brochures handed out. The number of urchin brochures basically peaked on Day 1 and declined thereafter while the sea cucumber brochures peaked on Day 2 but generally reflected the traffic minimum seen on Day 3.

Brochures and other give-aways ASE 2015

Item	Requested	Supplied	Plus	Day1	Day2	Day3	Total Used	Return
PUHA DVD #1 (Mandarin, Cantonese + English)	20	20	0	5	8	7	20	0
PUHA DVD #1 (Japanese + English)	6	6	0	0	0	1	1	5
PUHA DVD #2 (Mandarin)	30	30	0	7	14	7	28	2
PUHA DVD #2 (English)	15	21	0	4	6	2	12	9
PUHA Brochures: traditional*	250	250	0	56	50	31	137	113
PUHA Brochures: simplified*	150	150	0	46	37	24	107	43
PUHA Brochures: mixed Chinese*		400	0	102	87	55	244	156
PUHA Brochures: English	200	200	0	10	11	17	38	162
PUHA Brochures: Japanese	25	25	0	2	2	0	4	21
Uni samples (grams)	4,000	4,000	0	1,000	1,500	1,000	3500	500
Smoked salmon (g)	2,500	2,500	0	500	1,000	1,000	2500	0
PSCHA Brochures: simplified	300	300	0	47	38	24	109	191
PSCHA Brochures: English	125	125	0	12	28	10	50	75
Company Brochures	n/a	n/a	0	not	tracked			
B'cards (500 for MF, DM, Seagate)		unknown	0	not	tracked		0	
Pens	50	50	0	12	25	13	50	0

A number of visitors stopping by had complaints about a distinct lack of enthusiasm shown by companies (Canadian processors and exporters) to previous requests to get samples and get about setting up business. This was a problem we first encountered when we represented the geoduck fishery in 2011- people are interested in establishing new business but cannot access product because the existing players simply will not let them in. It seems like regionally exclusive arrangements are par for the course and that our exporters are willing to sacrifice sales to maintain their relationships. This is changing, and it is going to change more in coming years, but it is an attitude that seems to come along with the relationship based business networks in Asia.

All in all though, given that we had good representation from our processors and they many good meetings with their customers, we believe the show was again a success

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Table of Contents

Executive Summary.....	<u>i</u>
Acknowledgments.....	<u>i</u>
Introduction.....	<u>1</u>
Hong Kong Update.....	<u>2</u>
Seminars at Show this Year.....	<u>4</u>
E-commerce in China.....	<u>5</u>
Cold Chain Logistics in China.....	<u>7</u>
Retail Pricing Update.....	<u>8</u>
Seafood Expo Asia 2015: Day 1.....	<u>9</u>
SEA 2015- Day 2.....	<u>12</u>
Contacts from Day 1 of the SEA 2015.....	<u>13</u>
SEA 2015- Day 3.....	<u>14</u>
Contacts from Day 2 of the 2015 SEA.....	<u>15</u>
Contacts from Day 3 of the 2015 SEA.....	<u>15</u>

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The author also extends his thanks to the Agri- Marketing Program, the respective association presidents, Mr. Mike Featherstone and Mr. Ken Ridgway and their executive teams and members for their continuing support, advice and confidence.

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Introduction

As part of their 2015-16 Agri Marketing Program (AMP) projects, the Pacific Urchin Harvesters (PUHA) and the Pacific Sea Cucumber Harvesters (PSCHA) associations exhibited jointly at the Seafood Asia Exposition (SEA) in Hong Kong. The SEA is a relatively new seafood show but is attended primarily by buyers and industry professionals purchasing for hotel and restaurant chains and other such food service companies which makes it of particular interest to the associations. This is the sixth year for the show and we, PUHA and PSCHA have worked together like this since its inception in 2010.



The delegation from Canada this year comprised:

Mike Featherstone - President of the PUHA;

Ken Ridgway - President of the PSCHA;

Geoff Krause- marketing consultant working with the PUHA and the PSCHA;

David McRae - PUHA director and fisherman;

Bob Hegedus - PSCHA director and fisherman;

Richard Strong- PSCHA member;

Paddy Wong - Paladin International Food Sales Ltd.

Daisy Wong- Grand Hale Marine Products Ltd (Richmond, BC), a sea urchin and sea cucumber processor and exporter;

Pat Fantillo- RBS Seafood Harvesters Ltd (Victoria, BC), a sea urchin and sea cucumber harvester, processor and exporter; and

King Chong - Evergreen International Foodstuffs Ltd., a sea cucumber processor and exporter.

Hong Kong Update

I think it is fair to say that our general consensus opinion of Hong Kong is that it pretty much “Rocks” however there is a sense that it may be losing some of its free-wheeling allure as the reality(ies) of being more tightly gathered under the wing of the developing colossus next door sink in. It is a pretty tough crowd these days in Hong Kong and its close relative, Macau. Both are both former colonies which reverted back to Chinese sovereignty in the late 1990's and have since been run as quasi-independent Special Administrative Regions (SAR). It has only recently become more apparent to many there that the freedoms and liberties that they may have come to assume as normal and taking for granted are in fact somewhat conditional. In particular, the Occupy Central demonstrations that erupted last September (2014) caused a shift in power from the city government to the liaison office and has precipitated a significant re-balancing of the so-called 'one country, two systems' principle which by “separating the river water from the well water” kept Hong Kong healthy and protected its uniqueness since the handover.

Macau has a population of some 630,000 and the city attracts some 30 million visits each year. With a gambling industry 7 times the size of the one in Las Vegas, it is the world's largest gambling mecca. The blush however has come off this rose as a result of the ongoing anti-corruption campaign in China. Betting revenues declined 30% year on year in December 2014 and the trend has reportedly continued unchanged since.

Hong Kong has a population on the order of 7 million and attracts some 50 million visitors every year. It is a global financial centre and is a poster child for international trade, having served for many years as the primary, if not the only, gateway to China. The city tripled its per cap GDP between 1980 and 1992 to just over \$18,000 US and it has continued to grow since so the current figure is \$38,000 making it a high income society. It is, like many such societies, experiencing slower growth, an ageing demographic and increasingly unaffordable living costs. Rising income inequality is a concern especially when it comes to opportunities for the young as workers under 25 experience unemployment rates at more than twice the 3% overall rate. This does not compare with the 25%+ rates seen in say Spain and Greece, but Hong Kong is not considered even close to a recession as the other two countries have been until recently.

It has one of the world's most open and unregulated economies, its own laws, currency and institutions including a highly competent and respected independent monetary authority. The people there are a diverse bunch- lots of Chinese of course but also a good mix of just about every other culture on the planet, and they all seem to get along with one another very nicely without too much strain, rancour or need for much interference from authorities. They are, as mentioned before, well seasoned in business and always looking for an angle, like good merchant societies anywhere, and there are many there who will gladly take you for a “ride” if you are not on your toes.

Of note for us though, Hong Kong is one of the most “food insecure” communities in the world as over 90% of their foods are imported. They have an obsession with seafood that is legendary and their appetite for fish, crabs and lobsters, and a wide range of shellfish makes them one of the world's highest per capita consumers of seafood and the world's 10th largest importer of marine products.

One of the biggest surprises in the Hong Kong market this past year has been much weaker growth than originally forecast. At the beginning of 2014, the city was forecast to grow by up to 4 per cent. However in the second quarter the government readjusted the target to 2 to 3 % after the city's economy contracted for the first time in three years. Retail sales in Hong Kong continued their decline for a sixth straight month in August 2015 due to a slowdown in inbound tourism and sluggish economic conditions. The value of total retail sales in August declined 5.4 per cent year on year to HK\$37.9 billion, following a 2.8 per cent drop in July, according to the latest figures from the Census and Statistics Department.

Bank of Communications economist and strategist Kelvin Lau Gin-yip said the continued fall in retail sales was expected, and feels that worse is yet to come. His logic: "The tourism downturn results in downsizing for the retail sector, which further dents local consumer sentiment. This is reflected in the decline in apparel and department store sales." The near-term outlook for retail sales remains uncertain and prospects for recovery are limited in the short run because of the strong US dollar to which, notably, the local currency is pegged.

In both Hong Kong and Macau, most visitors are from the mainland. They are looked at somewhat resentfully by locals as they have driven up prices for property and some goods to levels which are un-affordable to locals, exacerbating inequality and contributing to a growing undercurrent of discontent. The so-called Occupy Central (a bit of a take off on the Occupy Wall Street movement in the US a few years back) demonstrations in Hong Kong last September through November erupted as the expectations of many on promised levels of democratic freedom for the 2017 elections were dashed by Beijing. The movement comprises many students and fed off perceived economic resentments to some degree as well. Partly as a consequence of the adverse media coverage and apparent antipathy between residents and mainlanders, tourism in Hong Kong has slumped for the first time since 2009. The total number of visitors dropped 6.6 per cent to 5.6 million in August, while the largest source of visitors declined by 7.1 per cent. This was due not just to mainland visitors preferring alternative regional destinations but also, again, the effect of the stronger Hong Kong dollar against other Asian currencies.

It might also be worth mentioning that the example provided by Hong Kong has also been noted in Taiwan where many people, perhaps most especially young adults, harbour the same aspirations for personal liberty and global emancipation but also have grievances regarding growing inequality. They hold few illusions on closer ties to the mainland because of the demonstrated effects on the opportunities on offer for people in Hong Kong lacking connections to government or business elites. There is as a result, a growing disaffection with China showing up on the streets and in the polls of both areas. Luckily the signs so far are that the Chinese government is patient and knows the risks it would face with regard to maintaining sufficient economic momentum to sustain social stability so is not intending to use troops any time soon.

The growth experienced throughout most of the world this year is probably best described thus far as disappointing. It is true that developed economies are experiencing some growth but unfortunately it is a type of growth that is not producing the number of jobs needed give people the courage to invent and produce and drive growth to full-recovery mode levels. China is apparently running just under its 7% goal for the first time in many years but its manufacturing sector is not finding the international markets it needs and is scaled for. Austerity is the preferred conservative option and many governments are still intent on doing more with less. Many

companies are similarly holding back lest they get buried by productivity gains posted by competitors and are avoiding hiring any more people that they absolutely have to. This is affecting economic activity worldwide, including in China, and it looks like everyone, except perhaps the US, is looking elsewhere for a driver for the global growth on which we all depend on. The upshot is that growth is not expected to be particularly robust anywhere.

This is affecting nations in a number of different and perhaps unexpected ways. Consider for example Japan, it is also apparently backtracking in ways we would not expect. Japan's media are under increased government scrutiny and pressure to tow the government line under the conservative leadership of Shinzo Abe. Japan's broadcast law guarantees freedom of expression but the government is resorting to thinly veiled threats on broadcast licensing to interfere with editorial, and even coverage, decisions of television and print media to make sure its, and only its, message is getting through. Japan has fallen to 61st place in the Global ranking of media freedom by Reporters Without Borders, a fall of over 50 places in just 5 years.

Despite this uninspiring landscape, our forward looking prospects are not all bleak. Growth has been maintained ever since the 2008 imbroglio and even this year may turn out to be a pause that refreshes. It is way too soon to even suggest that the US and the Western World are out for the count. Even just considering Hong Kong - it has average living standards which exceed those in most rich European countries while those in Shenzhen are similar to those seen in Eastern and Southern Europe, an amazing switch from 1980 when it was first established as a Special Economic Zone. That transformation has been paralleled throughout much of the developing world where per capita output doubled between 2000 and 2009 as growth accelerated to 7.6% per year, more than twice the rate seen in developed countries. If this advantage can be maintained for 30 years, the average per capita income in these countries will converge with those of the US. Those hopes are now slipping away but at least we now know it is possible, albeit perhaps with a somewhat different business model than has shown such success thus far. The model based on expanded trade and the hyper-globalization made possible by the emergence of the World Trade Organization in 1995, the continuing adoption of containerized shipping which dramatically simplified shipping and reduced the associated costs around the world and of course, the emergence of modern IT which allowed the integration and coordination of global supply chains, has carried us a long way but is showing signs of wearing thin. I believe other factors including climate change, new technologies and the spread of education are still driving a lot of change. I also believe that the only thing we can bank on for sure is more of just that: change.

Seminars at Show this Year

This section is extracted from: Mark Godfrey, SeafoodSource contributing editor reporting from Beijing, China. "China's changing tastes creating import, branding opportunities". May 28, 2015

Change is everywhere apparent in China's retail landscape, and that's good news for suppliers of high quality food products seeking to build sales or brand recognition in China where distribution options are opening up. Online outlets spreading their logistics capacity nationwide which means there's a reach into China that previously never existed. There's also a demand and enthusiasm for fresh and frozen seafood products.

It's an indication of the profit margins in high quality food that Suning, China's largest electronics retailer, has lately ventured into online sales of fresh food, going to the huge expense of putting overseas procurement and cold chain operations in place across the country. Suning has watched jealously while online retailer Tmall.com last year reported triple-digit growth in food sales, with seafood the fastest-growing category. Online retailers are opening up China's hinterlands to suppliers of food products, as evidenced by last month's opening by JD.com of a giant logistics center in Taiyuan, the capital of inland Shanxi province, far from wealthy coastal cities like Shanghai and metropolises like Guangzhou.

This is particularly good news for overseas producers of food and seafood because fundamental factors will continue to favour food imports in China. The rise of labour costs and increasing shortage of land and water in China means imported food will continue to be cheaper. The opening up of regional airports and ports (now allowed to do customs clearance) means it has never been easier to get product into the country.

This is a good thing because prospects for sales in Japan, one of the world's largest seafood markets, are not as bright as they might be. Japan is an economically advanced country but it needs to tackle problems with a rapidly aging and spending-averse population, shrinking work force and stultifying business regulations to pull out of a deepening malaise. The most recent reform agenda, Abenomics, has not had a lasting impact and the economy slipped again in the 2nd quarter of 2015 by 1.6%. This was largely attributed to weaker consumer spending and falling exports, something itself related to the decelerating Chinese economy. The Trans Pacific Partnership (TPP) agreement, is, at best, not expected to come into force for some years yet and in any case is not likely to be a magic bullet for Japan in the absence of changes on the other structural impediments weighing on their economy.

E-commerce in China

Urban consumer consumption in China is projected to increase by about 30% per annum so it rises from USD 3.2 Tr today to USD 5.6 Tr in 2020. At USD 453 billion (EUR 412 billion), e-commerce represents 11 percent of all retail sales in China, but online figures look very strong next to average growth in traditional retail sales. Overall, China's retail sales grew only 10 percent in April and 11 percent in May, some way off the peaks of 15 percent seen at the same period in 2011 and 2012. At the same time online retail sales from January to March were up 41.3 percent year-on-year. As a result, many more international and domestic brands are expected to spend more time and money in developing their online channels this year in order to increase their sales revenue.

E-commerce is an area where China excels and it is already bigger in China than in the US. It is also projected to grow further to exceed USD 1 Tr by 2019. Online shopping is especially important outside of the big cities where regular stores are thinner on the ground and less accessible to shoppers. 461 million people were shopping online in 2014 compared to 47 million in 2007.

There are at latest count about 650 million www users in China with about 560 million of these using mobile devices. Some 390 million, or about 60%, of them shop online on a weekly basis.

The main demographic is 20-29 years comprising about 75% women. Overall online sales in China rose from about 461 B RMB in 2010 to 2.76 Tr RMB in 2014, an increase of close to 600%. Consumer to Consumer (C2C) and Business to Consumer (B2C) modalities are currently more or less tied with about 50% of the action but the B2C is growing more quickly.

Per capita seafood consumption China is 14.62 kg and wild caught is very popular. Supermarkets now account for 44% of total seafood sales but the online business is growing very rapidly. Russia, with a 25% market share, is the largest single supplier of seafood to China while the US comes in at # 2 with 15%.

YIGUO is part of the Alibaba group and is an online e-commerce enterprise specializing in very sensitive perishable foods including live and fresh seafood. Yiguo is the largest online one-stop shop in China for high quality perishable foods and have their own self-owned logistics capacity. Currently about 62% of sales are completed by mobile devices, as opposed to PC's, and in this Tmall, a "virtual mall" where companies set up shops which shoppers then buy from, holds about 62% of the total B2C market share and about 90% market share when considering mobile device access. Taobao, another such company is dominates the C2C market. Yiguo has over 5 million registered users and works in partnership with various companies (eg. Trident Seafoods, Sealord, Kono), fishing and marketing associations (eg. ASME, Mexican Lobster Ass'n) and government agencies (eg. Canadian Consular offices, NZTE Pro-Mexico).

They undertake promotions which highlight clean environmental standards and food safety measures such as traceability which are often an introduction for many Chinese consumers to such options. A promotion of live New Zealand green mussel, abalone, sweet clam and parrot clam resulted in a sales increase of 100 times during the promotion. Advantages to using an online platform include a multimedia capacity (print, pictures, video), wide and near instantaneous reach, interactive dialogue with consumers that provides relevant feedback, large datasets which is collected on consumer responses etc for analysis, coordinated event marketing to boost sales and brand awareness and use of pre-sales orders to simplify and optimize logistics.

They are looking to increase the product categories they handle, including some more novel items, and closer collaboration with their suppliers as well as government agencies and associations. Alibaba is growing cooperation with different countries to start up more 'Country Pavilions' in the Tmall platform so more SME's entering the China market can get better exposure. The Tmall ecosystem includes National Pavilions for the US, UK, France, Spain, Switzerland, Australia, NZ, Thailand, Malaysia and Singapore. Canada was not mentioned. Joint promotions through e-commerce sites are a very effective exposure tool and the seller also gets access to the large amounts of consumer/buyer related data that is generated. For example, a promotion event of Alaskan seafood netted aggregate sales of 50 MT to more than 30,000 people over just 12 days. To indicated the capabilities of the platform it is worth noting that Tmall also delivered imported ice cream to more 10,000 customers in 210 cities as part of another promotional event.

There was some discussion on the required paperwork necessary for getting product into China. This is an ongoing concern for many companies looking to build markets in China. The short answer is that making sure all is in order is the responsibility of the shipper although Tmall/Yiguo will facilitate and help out.

With these platforms, sellers generally set up their virtual store front and neither Alibaba or Tmall purchases or takes possession of the product(s) sold on the site. Yiguo actually buys from the seller and/but also has a 48 hour no-questions-asked refund policy. Subscriber fees and steps to get on board depend on category type but the costs (of promotions?) range from about 50,000 - 250,000 RMB (~USD 10 K to 250 K). Alibaba generally charges between 1-2% of gross revenues.

Cold Chain Logistics in China

The demand for refrigerated cold storage services in China was estimated at about 92 Million tons in 2014 while the supply came in at only about 24.1 M tons. Demand for cold storage is projected to double by mid 2019 and supply is expected to fall even further behind. As everybody knows, the thing with China is that you have to go big or go home. As another example of this - authorities are also projecting 100,000 new supermarkets coming on line over the next 5 years. This in a country where, currently, over 80% of perishable food foods in China are now transported in non-refrigerated trucks. Blanket-covered semi's are often used in their stead, including for seafood moving over 1,000 km. In short there is still a widespread lack of awareness of the importance of fine temperature control with many foods that only refrigeration technology can provide.

There also seems to be some apprehension over changes that some freezing technologies can cause to foods. There was some discussion about the effects of holding frozen food in a cold storage with overhead coils and poorly sealed doors and inadequate insulation etc. and how some refused to use blast freezing because of fears it would dehydrate the food(s). There are some facilities which apparently only turn on their compressors when they are being inspected and some which only permit evaluation through staged pictures of rooms which in actual fact only look like they are refrigerated and have no systems installed, citing food security issues should a customer wish to personally inspect the facility(ies). There are also issues with transport of foods between facilities. Unrefrigerated and oftentimes even uninsulated or uncovered trailers are used to move product from one to another even when they are expected to be hours in transit.

For all these reasons, comprehensive due diligence is an absolute imperative for any supplier of high quality perishable food in China who wishes to avoid being taken to the cleaners. Serious companies must seek out credible and accredited service providers and make sure they use them wisely. This is especially the case because of new laws which reportedly assign liability for any problems with the cold chain handling and facilities to the company which supplies the product (the exporter) even if that company has transferred ownership of and responsibility for that product to a domestic company on crossing the border.

Despite any number of horror stories, the demand for state of the art facilities is there, it is rising and there are international companies specializing in the sector which are moving ahead with plans to deploy both storage and transport capacity. The company providing the seminar at the SEA 2015, Tier 1 transport, offers reliable reefer transport with temperature tracking coupled with geo-referenced time stamps etc accessible over the internet. Care is required though because there are another 480,000 companies promising similar but cheaper competing services (see above).

Retail Pricing Update

We were again led on a tour of fairly high end retail outlets with seafood counters in the Central District of Hong Kong by Ms. Cherie Tong, a member until very recently of the local BC International Trade and Investment office. Only two of the four stores we visited had uni, some marked as sourced from California. Prices in the Great Food Hall were again the highest at HK\$ 268 for a 100 g. tray and HK\$ 108 for a 25 g tray while a tray of smaller sized pieces, possibly Japanese uni, was priced lower at HK\$ 248 for a 100 g (5-hole) tray. There were also some traditional 150 g wooden trays with large or small pieces priced at HK\$ 148 per package. City Super came in at HK\$ 238 and 108 respectively for the 100 g (5-hole) and 25 (2-hole) trays. Marketplace (Olivers) did not have any uni on display this year.

Retail at Sushi restaurant (Be Kan Teppanyaki Sept 2012)						
	Date	Exchange	Unit	HK\$	CAD	CAD/kg
RSU uni	Sep-2012	7.89	per piece	68	\$8.62	\$689.48
Japanese uni	Sep-2012	7.89	per piece	78	\$9.89	\$790.87
Retail						
	Date	curr.X		HK\$	CAD	CAD/kg
RSU Canada/CA	02-Sep-13	7.43	100 g tray	268	\$36.07	\$360.70
observed in	02-Sep-13	7.43	25 g tray	108	\$14.54	\$581.43
Great Food Hall	02-Sep-13	7.82	100 g tray	268	\$34.27	\$342.71
	02-Sep-13	7.82	25 g tray	108	\$13.81	\$552.43
	05-Sep-14	6.93	100 g tray	268	\$38.67	\$386.72
	05-Sep-14	6.93	25 g tray	108	\$15.58	\$623.38
	10-Sep-15	5.69	60 g tray	148	\$26.01	\$433.34
	10-Sep-15	5.69	100 g tray	248	\$43.59	\$435.85
	10-Sep-15	5.69	25 g tray	108	\$18.98	\$189.81
Japanese uni (small)	10-Sep-15	5.69	100 g tray	248	\$43.59	\$435.85
medium and small	10-Sep-15	5.69	150 g trad'l	148	\$26.01	\$208.08
RSU	05-Sep-14	6.93	100 g tray	238	\$34.34	\$343.43
City Super	05-Sep-14	6.93	25 g tray	88	\$12.70	\$507.94
ifc Mall, HK	10-Sep-15	5.69	100 g tray	238	\$41.83	\$418.28
	10-Sep-15	5.69	25 g tray	108	\$18.98	\$759.23
Marketplace Supermarket - now Olivers						
	(Exchange rate: 1 CAD = 6.93 \$HK)			HK\$	CAD	CAD/kg
RSU	05-Sep-14	6.93	100 g tray	168	\$24.24	\$242.42
RSU	05-Sep-14	6.93	25 g tray	88	\$12.70	\$507.94
no uni in 2015 tour						
Halibut	10-Sep-15	5.69	215 g	219	\$38.49	\$178.97
sablefish	10-Sep-15	5.69	170 g	140	\$24.60	\$144.67
sockeye fillet	10-Sep-15	5.69	380 g	169	\$29.70	\$174.64
sockeye-smoked	10-Sep-15	5.69	500 g	712.9	\$102.87	\$205.74
Retail direct (GHMP booth-FarmFest - Hong Kong- January 2011)						
	(Exchange rate: 1 CAD = 7.82 \$HK)			HK\$	CAD	CAD/kg
Sea Urchins (RSU)			125 g tray	170	\$21.74	\$173.91
			25 g tray	35	\$4.48	\$179.03
Wholesale Pricing (FOB Vanc. by processors)						
					CAD	CAD/kg
Wholesale P (reported by processors)			125 g tray		\$8.50	\$68.00
Wholesale P (charged to PUHA for shows)			125 g tray		\$12.50	\$100.00
Ex-vessel pricing						
					CAD/kg	CAD/kg
Ex-vessel price (\$ per lb)					\$0.60	\$0.75
Product value when recovery =		5.00%		\$26.43	5.00%	\$33.04
Product value when recovery =		6.00%		\$22.03	6.00%	\$27.53
Product value when recovery =		7.00%		\$18.88	7.00%	\$23.60
Product value when recovery =		8.00%		\$16.52	8.00%	\$20.65
Ex-vessel price (\$ per lb)					\$0.80	\$1.00
Product value when recovery =		5.00%		\$35.24	5.00%	\$44.05
Product value when recovery =		6.00%		\$29.37	6.00%	\$36.71
Product value when recovery =		7.00%		\$25.17	7.00%	\$31.47
Product value when recovery =		8.00%		\$22.03	8.00%	\$27.53

The prices have been stable over the past 3 years with the exception of the 25 g tray at City Super which is up HK\$ 20 this year which may have risen because the Marketplace was not offering the product. It is worth noting that we have seen RSU uni labelled as originating from Canada during periods when there was only one processor active and that one processor denied selling product to any buyer(s) outside of Japan and has no interest in exploring the option. Not to denigrate the trade process but it appears that Japanese firms re-export Canadian product to other international markets including

Hong Kong and take a good margin for their effort(s). We have known for some time that the Chinese consumers prefer and are willing to pay more for larger pieces and it remains somewhat mysterious why at least some Canadian exporters are apparently unwilling to explore further.

Seafood Expo Asia 2015: Day 1

Seafood Expo Asia (SEA) is one of a number of high profile shows put on each year by Diversified Communications, organizer of the worlds biggest and most prestigious seafood shows. Their portfolio also includes the North American Seafood Expo (Boston), Global Seafood Expo (Brussels) and the Southern Europe Seafood Expo (Barcelona). The Hong Kong show is the newest of these and grew about 20% over last year. Everything felt more organized on arriving and this continued throughout.

The PUHA/PSCHA are among the most “senior” and prominent exhibitors at the SEA and we were again very pleased to get a booth right at the entrance to the show. We have been with the show since it debuted in 2010 and have been awarded the highest category of points when it comes to choosing our booth, although national pavilions take much larger spaces and are now commanding priority. It appears this will be our last year in this location as the Maylasian National Pavilion has reserved the whole section taken up by us and other individual company/associations however we have been assured that we have priority should they fail to make their deposit on time.

It is again worth mentioning that there are additional advantages for us at this show, including an advantageous co-branding coincidence: a schematic profile of our sea urchin is a key part of their show logo for the past three years. This show is billed as Asia’s premiere high quality seafood event and there is a strong argument to the claim that it is more advantageous and beneficial to us as a high profile exhibitor in Hong Kong in comparison to being buried in the much larger China Fisheries and Seafood Expo.





A dragon dance opened the show on the first day, a measure to bring good fortune, prosperity and favourable attention to those participating. To western sensibilities this seems a bit odd, especially as they are beating drums, bells and tambourines while the dragon does its best to check in with all booths. It is, however, all in good fun and is a cultural tradition that remains in good stead throughout many Chinese communities around the world.

The show opened at 10:00 AM but traffic was slow to start as is the usual case at this show because the coincident and larger Bar and Restaurant show did not open until around lunch. We displayed brochures for PUHA, the PSCHA and Grand Hale Marine Products Ltd. No other companies provided copies of their brochures or pamphlets. The PUHA and PSCHA handouts were tracked but business cards and company brochures were not. Tracking was done on a daily basis to provide a metric on more casual visitors who did not present us with business cards or conversation which allows us to qualify them. Business cards and/or other contact information is obtained from visitors actually wanting to do business with Canadian exporters. These are catalogued in and later entered into an excel database which uses a consistent structure so all contacts from all the shows we have attended can be searched, sorted and/or queried.

The results from the show were a bit non-descript this year in part because we had 3 company representatives (Paddy, Pat and Daisy) who took care of most of the visitors although the rest of us jumped in whenever needed. None of the company representatives reported signing any new

business deals at the show but they all had a steady stream of customers with whom they had arranged meetings. The RBS representative, Pat Fantillo, in particular made the point that even though signing new business is rare at this event, establishing contact with buyers and customers at the beginning of the season is critical to supporting his relationships with his customers. He considers these meetings as important to his business as it provides a great opportunity to confirm that customers are interested in buying, developing a better sense of what shape markets are in and where they are going, building realistic pricing expectations and getting a handle on any changes to customs paperwork or logistics etc that are in the pipeline.



At any rate, on Day 1 we collected contact information from 43 contacts, down 11 from the results the year previously, and also perhaps marginally less qualified. These are listed in the following table. We also distributed 10 trays of uni as samples in which the uni is set along with a piece of smoked salmon and which invariably attracts hordes of people who definitely take great delight in the sampling. The number of sea urchin brochures handed out on Day 1 was higher than subsequent days reflecting the traffic rating for the day, although perhaps interestingly the number of sea cucumber brochures was higher on Day 2 (see second table in Executive Summary)

The vast majority of our contacts are from Hong Kong, not a real surprise, but one thing that stands out in comparison to previous years is the lower number of visitors from other parts of China. Last year, for example, on Day 1 we had 21 visitors from the mainland which compares to the 5 we catalogued this year. The same trend actually continued throughout the whole show, and is taken as a sign that travel by mainlanders at least to Hong Kong is down considerably, for whatever reason. Some that come to mind include residual resentment(s) from the Occupy Central demonstrations last year, the apparent slowdown that is occurring and perhaps taking hold in China or perhaps mainlanders just could not get the time away.

Traffic was generally slow for the morning but picked up in the early afternoon. This is not too mysterious as the SEA is again held coincidentally with and adjacent to the Restaurant and Bar show, a much larger event which brings hospitality professionals from Hong Kong together, albeit not until after lunch as it only opens at noon. The establishments at that show include all sorts of different pubs and lounges, restaurants, coffee shops, wine dealers, craft breweries, even celebrity chefs and baristas etc. It provides a very welcome break at the end of the day from the grind of taking care of our own booth as well as a steady stream of potential customers who are looking for distinctive products to distinguish their menu offerings from those of their many competitors. This of course all sounds great but the problem with these single establishments from the perspective of many of our exporting companies is that the shipping, paperwork and logistical complications of many small shipments is very hard to accommodate when they are set up for fewer but larger shipments.

There is likely within this an opportunity which our industry is not yet moving on but which evolving technology is making more do-able. One problem with sending small shipments centres on the potential for mechanical abuse as according to at least some shippers, single boxes tend to get tossed around in transit much more than heavier orders. The rise of IT options on these sorts of things though should enable more consolidation options as mixed loads/orders are easier to put together and run through the customs mix.

Interestingly, we heard from a number of distributors in Hong Kong who have been trying to build business with Canadian sea urchin suppliers for even a number of years and are actually quite upset that they cannot seem to catch the attention of any of exporting companies. When we get an email from someone interested in purchasing or sampling product that we've met at one or another show basically all we can do is pass it on to the processors and let them make their deals and decisions. This was not the first time we had heard rumours of exclusive networks limiting access to products but we had a couple of visitors who were quite incensed by the whole thing. It was the first time we heard about it for our fishery and we could not help but overhear something to the effect that "just because we come to the show does not mean we have to sell". That was a real eye opener for us. Her response made clear that, although we had not heard or know before, our exporters have been apparently blowing off even quite well established import-distributor companies and dismissing chances of building additional market outside their current networks. There are a number of other implications of this on ex-vessel pricing and harvest involved and, partly as a result of these revelations, new processing and export capacity by new entrants is at least being more actively considered so we might take advantage of said opportunities.

SEA 2015- Day 2

The second again started out with slow traffic although it again picked up in the afternoon. We had fewer visitors based on the business cards collected and on the traditional and simplified PUHA brochures we went through. In contrast, the numbers of English PUHA and PSCHA brochures distributed both increased over Day 1 indicating higher traffic levels. The proportion of collected contacts expressing interest in sea cucumber also increased from 41% to 52% but the reduced number of cards collected suggests that more visitors were not handing out their cards or that perhaps some of them simply did not make it into our catalogue.

Contacts from Day 1 of the SEA 2015

Product	Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
SU	China	Hong Kong	distributor	Nestor		Pomme Fine Food	3	new company- incorporated in June 2015
SC	China	Hong Kong	importer		Rajkumar	Kuhong International Ltd.	5	2 plants (Mex. & Nicaragua) for SC; offices in HK
SC	Korea	Seoul	restaurant	Su Seung	Wang	KRP	3	chef interested in sea cucumber, cannot find info on restaurant
SU	Singapore	Singapore	restaurant	Dawn	Wang	That Seafood Place	6	looking to start out with 2 cases in Dec/Jan; also other sushi items wanted
SC & SU	China	Hong Kong	restaurant	Ricky	Au	Alke Management Ltd.	4	incorp in 2013; restaurant mngt in HK
SU	China	Hong Kong	distributor	Ricky	Lee	Caves Asia Co. Ltd.	4	small quantity of uni for distrib to restaurants; website very minimal
SU & SC	China	Guangzhou	exhibitor	Rose	Peng	China Int'l (Guangzhou) Fishery & Seafood Expo	3	show organizer: Guangzhou show Aug. 26-28 in 2016
SU	China	Hong Kong	distributor	Raymond	Leung	YE International Ltd	7	wine supplier looking for uni to pair with wine(s)
SC	China	Hong Kong	Venture cap	Khaled	Chaabouni	Leo-Progress International Ltd	3	
SU & SC	China	Hong Kong	importer	Merlinda	Ng	Worldwide Seafood Group Ltd.	6	trying to do business with us for years but hurt & angry because no response
SU & SC	China	Hong Kong	importer	Jessie	Lam	amerasia Trade Co.	7	
SU	China	Hong Kong	importer	Hang Mo	Wai	Great Star Seafood Company	5	
SU	China	Hong Kong	distributor	Kenneth	Ngun	Gourmet Spot (HK and Gaungzhou) Co. Ltd.	7	specialty gourmet and high quality import foods
SU	China	Hong Kong	import/distributor	Alex	Mui	Zemos International Ltd.	5	apparently a multinational - but website not up to snuff = incongruency
SU	China	Hong Kong	import/distributor	Jessie	Chan	Global Andes Co. Ltd.	7	also exports from Chile; looking for supply off season to maintain business
SU	China	Hong Kong	e-tailor	Joel	Chu	Oriole Food Co. Ltd	6	looks like an e-tailer selling fresh food since 2013-ish.
SU	China		import/distrib	Feiyan	Zhang	Lvxing Agricultural	4	looking for uni to get into China
SU	China	Hong Kong	restaurant	Keith	Chan	Boat Food (HK) Co. Ltd.	6	order uni about 1,000 - 2,000 trays/day- no website, review has it as 1 restaurant
SU & SC	Singapore	Singapore	show	Lynn	How	Koelnmesse	5	trying to get us over to the Thaifex show
SU & SC	China	Hong Kong	retailer	Darwin	Wong	Ocean Fresh	5	planning on opening a supermarket in China somewhere
SU	China	Macau	importer	Sam	Lo	Katoya Foods Company Ltd.	7	wants to import uni into Macau
SU	China	Macau	restaurant	Hei	Li	Otaru Japanese Restaurant	6	executive chef looking for high quality product
SU	China	Hong Kong	importer	Ivan	Law	Marrafon Company Ltd.	3	website not what might be expected
SC	China	Hong Kong	importer			Bon Bridge Fishing	0	someone took a picture but I never got it.
SU & SC	Norway	Bergen	journalist	Edmund	Mongstad	MediaDigital	5	
SU	China	Hong Kong	importer	Pao Man	Kit	TaiFat Hong Provision Co.	5	your one-stop Japanese food supplier
SU	USA	Boston	restaurant	Jack	Huang	Douzo Modern Japanese Restaurant and Lounge.	4	
SU	China	Hong Kong	distributor	Philip	Shum	Gourmet Hall	7	same guy, different org, same email ; intention to use/transport 100 trays/wk
SU & SC	China	Hong Kong	industry ass'n	Philip	Shum	Hong Kong Chamber of Seafood Merchants Ltd	7	see above. over 100 members; basic website (Engl) lists about 12 companies
SU & SC	China	Dalian	wholesale	Yan	Kong	Dalian Haixiang Food Co. Ltd.	6	seafood wholesale but also has 'factory'
SU & SC	China	Dalian	wholesale	Hua	Xu	Dalian Haixiang Food Co. Ltd.	6	as above
SU	China	Hong Kong	Import/distrib			HK Sun Shun Co. Ltd.	8	wide selection of sea urchin from around the world. No website apparently
SC	China	Hong Kong	marketing	Yee Lam	Wai	Almyra Company Ltd.	6	wants to ship skins especially to New Zealand
SU	China	Hong Kong	distributor	Philip	Shum	Gourmet Hall	7	see 1509_28 and 29 above
SU	China	Hong Kong	Distributor	Terence	Ng	NutriLink Ltd	6	interested in both fresh and frozen uni.
SU	China	Hong Kong	importer	Wilson	Yuen	Giant Channel Worldwide Ltd.	6	wants whole live- currently get whole & trays from Mex.; confirm spine trim OK
SC	China		feed importer				3	looking for price of skins
SU	Philippine	Calamba City	import	Rhose	Pangilinan	Fukui Food Philippines Inc.	6	looking for processed uni into Philippines
SU	Thailand	Bangkok	Import/distrib	Daniel	Koh	Sea Truffles Import/Export	6	wants live RSU- figures they would be very valuable in his market(s)
SU	China	Shanghai	Import/distrib	Stephen	O'Sullivan	Ocean Fresh	4	deals mainly in oysters
SC	China	Hong Kong	distributor	Matthew	Lam	Morning Sea Holdings Ltd.	6	
SC	UK	Salford	importer	Edwin	Lok	Manchester Seafood	4	wants to place trial order for frozen sea urchin
SU	China	Hong Kong	importer	Anthony	Chiu	Banford Resources Limited	6	wants alternate supply of uni for Japan

We also found a booth at the Bar and Restaurant show on day 2 that was sampling the California product. These folks are actual distributors for the US product and have the distinct advantage over us of being able to actually identify where the product is available to restaurateurs and others wanting to use it. Our only revealed availability is through retail outlets- if a potential commercial customer wants to know how to get our products, our only option is to direct him to one of our exporters as they have not identified any local distributors or wholesales through which they might purchase.



The California product was served on a piece of cucumber- it was good - but ours was better. Ours was sweeter and better complements the smoked salmon. Theirs was more bitter, reportedly a function of the urchin's feeding on Giant Kelp (*Macrocystis*) as opposed to Bull Kelp (*Nereocystis*) the more common feed in British Columbia, and I was/am not convinced that cucumber goes all that well with it. The pieces were also quite a bit smaller which may have been because the US fishery focusses on smaller urchins or because the uni was actually from Purple Sea Urchins (*S. purpuratus*) which makes up about 15- 20% of the California harvest.

SEA 2015- Day 3

Day 3 was, as expected, considerably slower than the first two days and we only collected contact details from 16 visitors, as summarized on the Table on the following page. This was in-line with previous years but may not be a full reflection as traffic continued right to the bitter end of the day (~1600 hours) whereas at other shows traffic usually falls off precipitously by about 1300 and exhibitors are clearing the hall way before the actual close at 1600. At any rate, we set out samples of our remaining product, distributing about 1 kg. of uni and the last couple of salmon sides.

Contacts from Day 2 of the 2015 SEA

Product	Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
SC	UAE	Ajman	Trading	Babu	Manual	Unilink General Trading LLC	7	looking for product for India, Dubai and China
SU & SC	China	Hong Kong	Trading			Foodking Seafoode Trading Ltd	5	
SC	China	Qingdao	Trader	Toni	Niu	Oceanfreinds International Trading Ltd.	6	
SC	Australia	Sandy Bay (T	distributor	Cindy	Yuan	Soareast Australia Pty. Ltd.	8	not many SC in area, but more Chinese are asking for it so...
SC	Taiwan	Taipei	trader	Moon	Cheung	Taxtran Ltd.	7	buys about 8 MT dry SC skin per month
SC	China	Hong Kong	Trader	Paul K.K.	Lee	Linson Trading Ltd.	6	already buys meat, sees growing shortage in China
SC	Canada	Richmond	Import/Export	Peter	Fu	Frobisher International Enterprise Ltd.	5	looking for local market supply, also ready to eat product.
SU	China		import/distributor			Union Seafood.net	2	WARNING: website tried to install malware. AVOID
SU & SC	China	Hong Kong	Trader	Joyce	Lee	J-Faloon Trading Ltd	6	no website, in business since 2010
SC	China	Shenzhen	Trading	Andy	Take		4	interested in models as well
SC	US	Newport OR	import/producer	Xin	Liu	Oregon Oyster Farms Inc.	6	interested in whole processed for San Francisco market
SU	China	Shenzhen	supermarket	Jacky	Yang	ParkShop	8	Part of Watson Group, e-commerce site for groceries in Shenzhen
SU & SC	Italy	Fiumicino	Trader	Francesco	Amoruso	Pesca Pronta	6	looking for new products to get into Italy
SU	China	Hong Kong	Exlm Trader	Chiaki	Tamura	Tamura Trading Co. Ltd.	5	looking to source both RSU and GSU
SU	China	Hong Kong	Distributor (?)	Eddy Lee Oi	Tak	SILCO International Ltd.	7	source form all over world, many products, wants to try uni in HK
SU	China	Hong Kong	Imort	Lai Ka	Ho	Kai Yu Asia pacific Ltd	4	looking for GSU uni; oo. incorp in early 2014
SC	China	Hong Kong	trader (general)	Ray	Ho	Shun Tat Industrial Company	3	non-specialist trader apparently
SU	Philippine	Manila	distributor	Lourdes (Chingling)	Tanco	MIDA Food Distributors Inc.	6	appear to trade/distribute a number of seafoods, uni looks like it might be new
SU & SC	Taiwan	Taipei	Show organizer	Stenly	Yonardi	My Exhibition Co. Ltd.	6	Taiwan show Nov. 19-21 this year but within 1 week of CFSE next year.
SC	China	Hong Kong	trader/manufacture	Brenda Seto	Fy	Golden Link Group Ltd.	4	wide range of businesses, trading looks lind of minor
SU	China	Hong Kong	Baker/retailer	Cyndi	Leung	Ailesee International Ltd.	8	bakery- specializing in French pastry and pate. May be very interesting
SU & SC	China	Hong Kong	Wholesale/distrib	Paul	Mau	Food and Wines Gallery Ltd.	6	Greek food specialists
SC	China	Hong Kong	Import/distrib	Yip Chi	Ng	Whole Sun Ltd.	5	
SU	China	Hong Kong	Wholesale/distrib	Gemma	Lee	Millenium Shellfish	7	US shellfish, incl uni from CA. might be supply probs later this year
SC	China	Hong Kong	unkown	Sonny	Ting	Three Treasure holdings Ltd.	3	oo. name not listed in HK- may indicate a problem
SU	Canada	Scarborough	Wholesale/distrib	Esmé	Wong	AIP Seafood Company	5	listed as real business on contact Canada, but no email or www
SU	China	Hong Kong	Importer	Naveed	Ebrahim	AGN Global Ltd.	7	another has tried Paladin- no response. Wants uni for Guangzhou
SU	China	Macau	restaurant	Brandon	Chao	Seng Kei	7	restaurant est. 1988
SU	China	Hong Kong	Restaurant	Daniál	Lee	VicTop Gourmet	6	looking for supplier to increase product offerings
SU	China	Hong Kong	Importer	Sam	Gong	China Grand Corporation Ltd.	7	9 locations in Beijing; supply other restaurants AB beef. Want 2 cases/wk
SU	China	Hong Kong	restaurant	Jean Philippe	Luk	Vini Collezioni	4	interested in uni and urchin model
SU	France	Saint-Jeanne	Import/distrib	Jean-Marc	LePape	Alliance Int'l Seafood Trading	7	5 big S. French buying together for restaurants
SU	France	Montauroux	restaurant	Anthony	Garnham	La Poissonerie	6	as above
SU & SC	China	Hong Kong	Trader	Tony	Fallah	Colvstone Trading Ltd.	4	

Contacts from Day 3 of the 2015 SEA

Product	Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
SC	New Zeal	Christchurch	fisherman	Joe	Cave	bio-mer limited	5	Ken wanted email of Geoff Pacey as well
SC	New Zeal	Christchurch	fisherman	James	Parfitt	NEW zealand Wild Catch	5	ships to China, looking for additional product for distrib network.
SU	Canada	Pointe-Claire	distributor	Philip	Ha	Ecoawa Inc.	6	supplies supermarkets but has not been able to get response from BC suppliers
SU	China	Hong Kong	Distributor (?)	Terence	Ng	NutriLink Ltd	6	wants info on minimum shipment size (and frequency?)
SU & SC	China	Hong Kong	Distributor (?)	Jackie	Yin	Zhangzidao Fishery Group HKLtd	5	Zoneco big AqC urchin producer in Danlian. Looking for Cndn product to suppl
SC	China	Hong Kong	import	James	Chen	Bright Group (Holdings) Ltd.	6	new interest in high end products- used to deal in Russian pollock
SU & SC	Canada	Woods Harbo	buying agent	Shirle3ne	Tsui	Ships Lobster Pound 2005 Ltd	5	buying agent
SU & SC	China	Hong Kong	PR	Karl	Miu	Foron Co. Ltd.	4	
SU & SC	China	Hong Kong	private club	Tolson	Lo	Ways Property Management	5	looking for periodic small orders for private club
SU & SC	China	Hong Kong	writer/translator	Irene	Leung		6	freelance writer, copywriter and translator
SU	China	Hong Kong	catering	Calvin	Wong	LC Management	4	caters small parties to ~ 150 people; would liek to be able to access product
SU & SC	China	Hong Kong	Trader	Yunhua	Wang	Hongpu Food Holdings Ltd.	6	
SU & SC	Canada	Edmonton	airport rep	Philip	Herbert	Edmonton International airport	4	could ship domestic to Edmonton and then direct to China
SU	China	Hong Kong	restaurant	Leo	Kam	CRFT Pit	7	executive chef looking for salmon roll and uni for his restaurant
SU	China	Hong Kong	exporter (Japan)	Angel	Szeto	Artlabel	3	company exporting specialized wagyu beef from Japan
SU & SC	China	Hong Kong	agents	Pauline	Knought	BC Fine Food	7	

There were no other events included in this year's itinerary. The Canadian Consulate residence in Hong Kong is apparently being readied for sale as part of the Harper Government's budget planning priority and cuts for the station did not permit adding on any extras this year. The Maritime provinces have worked with the Trade Commissioner Service to exhibit through a Canadian Pavilion but the BC Government declined to participate, apparently because they have established an on-the-ground presence through their office that more effectively represents and promotes BC companies and products but cannot afford to take on further costs.

We did manage to get out on a bit of a walkabout, checking out some of the city sights. The city is a shopping mecca and not just for normal stuff. We ran across a number of Chinese herb/medicine/potion stores as well as some very cool art and consignment stores that had some interesting pieces, but as guys we shopped the way we follow directions: apparently not all that well. At any rate, the tour this year stayed on and in the city and we did not venture out to some of the beaches and other "wild-ish" spots that surround the city.

